

Privacy Policy

BYD Australia Pty Ltd. (hereinafter BYD or “we”, “our”, or “us”) may collect, store, process and use your personal data for providing, maintaining and improving our service as well as upgrading the service quality and optimizing service functions. This Privacy Policy provides information on the personal data processing activities by us. Our Privacy Policy covers <https://bydautomotive.com.au/>.

We are bound by the Privacy Act 1988 (Cth) (“Privacy Act”) and specifically, the Australian Privacy Principles (“APPs”) contained in Schedule 1 of that Act on which this Privacy Policy is based.

We highly value and respect our customer’s privacy. This Privacy Policy aims to better explain how we process and use your personal data and your legitimate rights. It is recommended to read it thoroughly before you accept our service.

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This Privacy Policy does not apply to our authorized retailers, independent service providers or third parties to whom you directly provide your information, including but not limited to, financial service providers, subscription services, insurance companies, or other third parties. These entities are independent of us and responsible for their own collection of information. Please refer directly to those entities and their privacy policies for more information.

I.- Personal Data We Collect and Why

Personal data refers to any data or information from which an individual may be directly or indirectly identified. When we provide our website, products or services. We may collect information that is reasonably necessary for, or directly related to one or more of our functions and activities. The types and purposes of personal data we may collect include, but are not limited to:

Test Drive: If you book a test drive through our website, we may collect your First Name, Last Name, Mobile Number, Email Address, and Postcode to process your booking and provide you with relevant services.

Enquiry: You can use the enquiry function on our website to request information about our products, services, or promotions. To process your request and respond to you effectively, we may collect your First Name, Last Name, Mobile Number, Email Address, and Postcode.

Receive Updates: If you opt-in to receive updates, we will use your contact details to notify you about new model releases, product news, and important announcements. The data collected includes your First Name, Last Name, Mobile Number, Email Address, and Postcode. We respect your privacy and provide an easy way to opt-out in every message.

Customer Feedback: We provide a dedicated channel for you to submit feedback, suggestions, or complaints regarding our products and services. To process your submission and address your concerns, we may collect your First Name, Last Name, Mobile Number, Email Address, Postcode, and Vehicle Identification Number (VIN).

Careers: We process your personal data when you submit an application through our careers portal. This includes your First Name, Last Name, Email Address, Phone Number, relevant experiences, and Resume to evaluate your qualifications. To comply with immigration laws and discuss remuneration, we also collect your Visa Subclass and Annual Salary Expectation. We only process your Current Annual Salary if you choose and agree to provide it.

BYD financial service: When you purchase a vehicle, you are free to choose your preferred payment method. If you opt to finance your purchase via Retail Finance or a Novated Lease, such services will be provided by qualified service providers, and we will share and transfer the personal data you provided to such service providers in order to evaluate your application. The information we share and transfer may include: (i) **Basic identifiers** such as: full name, phone number and email address; (ii) Order details such as: vehicle model, purchase price ; and (iii) Financial information such as: annual pre-tax salary, pay cycle / frequency, employer name, employment status. We only collect this

data with your explicit consent and solely for the purpose of processing your finance application.

We may rely on various legal grounds to collect, use, and otherwise process your personal data, including: your consent; the personal data is necessary for providing our website to you; to comply with a legal obligation; to protect your or someone else's vital interests; or for a legitimate interest that is balanced against your rights and interests or the collection is required or authorised by law. **You may choose not to provide the requested information; however in that case, we may be unable to provide the corresponding services that depend on such information.**

II.- How We Share Your Personal Data

We do not sell your personal data to anyone for any purpose, period. Your personal data may be accessed or transferred to other third parties such as BYD's affiliates, creditors, embassies, governments, BYD distributors, financial service providers and other applicable collection agencies. We may also use or share your personal data in a de-identified or aggregate manner. The table below illustrates who we may share your personal data with:

Categories of Recipients	Description	Reason for Sharing
Affiliates and subsidiaries	Companies that are owned or controlled by BYD, or where we have a substantial ownership interest.	To assist, operate, enhance, and fulfil services on our behalf.
The distributors or dealers of BYD	Service providers that have entered into relevant agreements with BYD, such as distributors or dealers, which include: • Harmony New Energy Auto Service (Australia) Pty Ltd • EVDealer Group Pty Ltd • Quickoil Carsales Pty Ltd	The distributors or dealers will contact you to provide related services, such as selling vehicles, booking test rides or test drive service.
Financial service providers	Retail Finance: Provided by Allied Retail Finance Pty Ltd (Licence Number: 000483211) Novated Lease:	To provide the relevant financial services.

Provided by Smartgroup
Corporation Ltd (Licence
number: 461594)

Website development providers	CFS Group Pty Ltd	To provide the relevant website development services.
Law enforcement and government authorities	Disclosure of information as required by law, or when otherwise appropriate.	To comply with applicable laws.

When third parties are given access to your personal data, we will take the required contractual, technical and organizational measures to ensure that your personal data are only processed to the extent that such processing is necessary.

In all cases, BYD will expressly state why such information is necessary, so that you may provide the information at your own discretion. BYD will not disclose personal data provided by you to any party, other than BYD itself, without prior permission from you.

III.-Rights in Relation to Personal Data

You generally have the right to ask us:

- (a) for access to and a copy of your personal data that we hold;
- (b) that some of your personal data is provided to you or sent to another data controller in a commonly used, machine readable format;
- (c) to update or correct your personal data in order to make it accurate;
- (d) to delete your personal data from our records in certain circumstances;
- (e) to restrict the processing of your personal data in certain circumstances;
- (f) to object to us processing your personal data in certain circumstances(e.g. in case we process your data for direct marketing purposes).

Where we electronically communicate with you (e.g. by instant messaging, SMS/IM/MMS, and other mobile phone messaging (but excluding voice to voice communications)) for the purpose(s) mentioned above, we comply with the Spam Act 2003 (Cth) as amended from time to time. We take steps to ensure that our electronic communications meet the following conditions, they:

(a) will only be sent with your consent, which you either provide expressly, or in very limited circumstances, that consent is inferred by your conduct or an existing ongoing business relationship;

(b) contain accurate information about us and how to contact us; and

(c) contain a functional unsubscribe facility to allow you to opt out of receiving electronic messages from us in the future.

For electronic, telephone calls or text communications, if you no longer want to receive promotional-related emails, you may opt out of receiving them by clicking the unsubscribe button in your mails. If you would like to stop receiving promotional-related or automated text messages from us, you can follow the instructions in the text message you received. If you receive a marketing-related call from us and do not want to receive similar calls in the future, please ask to be placed on our “do not call” list. Please note that we may still send you safety messages or product service issues even if you opt out of receiving marketing messages.

These rights may be limited in some situations – for example, where we can demonstrate that we have a legal requirement to process your data or if making the information available to you would reveal personal data about another person or if we are legally prevented from disclosing such information. In some instances, this may mean that we are able to retain data even if you withdraw your consent.

We hope that we can satisfy any queries you may have about the way we process your data. If you have any concerns about how we process your data you can contact us as described below in the section XI “Contact Us”.

In the event you still have unresolved concerns, you also have the right to lodge a complaint with a supervisory authority, in particular the data protection authority in the jurisdiction of your habitual residence or place of work.

Finally, please note that where we require personal data to comply with legal or contractual obligations, then provision of such data is mandatory: if such data is not provided, then we will not be able to manage our contractual relationship, or to meet obligations placed on us. In all other cases, provision of requested personal data is optional.

IV.- How to Make Requests

You have the right to access, correct, and delete any personal data we hold about you, or exercise any other data subject rights available to you under the Privacy Act and other applicable laws or regulations with the purpose of protecting personal data (applicable sata protection law), you may submit a request via contact point as described below in the section XI “Contact Us”.

Where we receive a request to exercise one of these rights, we will provide information on the action we take on the request without undue delay and try our best to resolve the matter with you within 30 workdays of receipt of the request. This period may be reasonably extended where requests are complex or numerous. If we are unable to comply with your request and need more time to respond, we will notify you within the applicable time-frame and explain the reasons for the extension.

V.- Retention Period

BYD will not use and store personal data longer than necessary to fulfil the above mentioned purposes and shall remove the collected personal data after the necessary period to achieve the purposes described in this Privacy Policy has passed, or to comply with contractual obligations or as permitted or required by the applicable data protection law.

Where we have obtained your personal information following a request for information, test drive or any other information on any of our products or services, we hold your personal information for as long as necessary to achieve the purpose of processing from the date we collect that information, unless during that period we form a relationship with you.

If we have a contractual relationship with you, we may hold your personal data only for as long as necessary for the fulfilment of the purposes for which the data was obtained, or for the establishment, exercise or defence of legal claims, or for legitimate business purposes, or as provided by law.

VI.-Purpose Limitation

The personal data may only be processed to the extent necessary for the described purposes. personal data may in principle not be processed for other purposes other than that for which the personal data were collected. If there is a necessity or need to process personal data for other purposes, it shall be investigated by BYD whether the purposes of the intended data processing are compatible with the original purposes. BYD will provide you with information on that other purpose prior to that further processing.

VII.-Cookies and Other Tracking Technologies

Our websites also collect information, via cookies, web beacons, pixels, tags or other tracking technologies, such as your Internet Service Provider and Internet Protocol (IP) address, the date and time you access our website, the pages you have accessed while

visiting our website, and the Internet Protocol (IP) address from which you accessed our website. Some cookies exist only during a single session and some are persistent over multiple sessions over time. We use these technologies to remember user preferences, maximize the performance of our website and services, provide you with offers that may be of interest to you, measure the effectiveness of our email campaigns and to personalize online content.

When using the dealer location search feature on our website, we may utilize the Google Maps plugin to provide mapping services. This plugin may collect your IP address and obtain your approximate geographical location. It enables us to display nearby dealer locations for your convenience. We recommend reading [Google's Privacy Policy](#) to understand how Google collects, uses, and protects information about your location.

You can object to the processing. You have the right to object to reasons arising from your particular situation. To object, please contact us as provided in Section XI below.

VIII.-Security

We strive to maintain the highest standards of security and BYD has put in place robust technical and organizational measures for the protection of your data in accordance with the current, general state of technology, especially to protect the data against loss, falsification or access by unauthorized third persons. However, the transmission of information via the internet is not completely secure. So, whilst we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted via our Application. Once we have received your personal data, we will use strict procedures and security features to prevent unauthorized access. In the unfortunate event that a personal data security incident occurs, we will report it promptly and take remedial measures in accordance with the requirements of the law and regulatory authorities.

IX.- International Transfer

We are a global company operating internationally. Currently, your personal data is processed and stored within our data centers located in Australia. Should we need to transfer your personal data to other countries or regions in the future due to our business operations, we will comply with applicable data protection laws regarding cross-border data transfers. We will implement appropriate safeguards to ensure your personal data remains protected to the standards described in this Privacy Policy, regardless of where it is processed.

X.- Changes to This Privacy Policy

We may update this Privacy Policy according to changes in our business functions and measures concerning the protection of personal information. If we make changes to this Privacy Policy, we will post the updated Privacy Policy and update the “Last Updated” date. We will also notify you through our website. Where changes to this Privacy Policy will have a fundamental impact on the nature of the processing or otherwise have a substantial impact on you, we will give you sufficient advance notice so that you have the opportunity to exercise any rights you have.

Last reviewed and updated: September 2026.

XI.- Contact Us

If you have any questions or comments about this Privacy Policy, please do not hesitate to contact us at:

E-mail:

info.au@byd.com (Attention: The BYD Privacy Officer)

Postal Address:

BYD Australia Pty Ltd
Suite 401
2 Lyonpark Road
Macquarie Park, NSW 2113
Australia